

BOARD MEETING DATE: January 10, 2020

AGENDA NO. 8

REPORT: Legislative, Public Affairs and Media Report

SYNOPSIS: This report highlights the November 2019 outreach activities of the Legislative, Public Affairs and Media Office, which includes Major Events, Community Events/Public Meetings, Environmental Justice Update, Speakers Bureau/Visitor Services, Communications Center, Public Information Center, Business Assistance, Media Relations, and Outreach to Community Groups and Federal, State, and Local Governments.

COMMITTEE: No Committee Review

RECOMMENDED ACTION:
Receive and file.

Wayne Nastri
Executive Officer

DJA:FW:LTO:DM:jf

BACKGROUND

This report summarizes the activities of the Legislative, Public Affairs and Media Office for November 2019. The report includes: Major Events; Community Events/Public Meetings; Environmental Justice Update; Speakers Bureau/Visitor Services; Communications Center; Public Information Center; Business Assistance; Media Relations; and Outreach to Community Groups and Governments.

MAJOR EVENTS (HOSTED AND SPONSORED)

Each year South Coast AQMD staff engage in holding and sponsoring a number of major events throughout the South Coast AQMD's four county areas to promote, educate and provide important information to the public regarding reducing air pollution, protecting public health, and improving air quality and the economy.

November 7

Staff held a Community Faith Based Leaders event at the Delhi Center in Santa Ana to educate faith leaders about South Coast AQMD and air quality issues and programs, including AB 617. The event featured a viewing of the Right to Breathe video, a panel discussion with community and health leaders and provide information on the importance of air quality and how to get involved to help clean the air.

COMMUNITY EVENTS/PUBLIC MEETINGS

Each year South Coast AQMD staff engage with thousands of residents, providing valuable information about the agency, incentive programs and ways individuals can help reduce air pollution through events and meetings sponsored solely by South Coast AQMD or in partnership with others. Attendees typically receive the following information:

- Tips on reducing their exposure to smog and its health effects;
- Clean air technologies and their deployment;
- Invitations or notices of conferences, seminars, workshops and other public events;
- South Coast AQMD incentive programs;
- Ways to participate in South Coast AQMD's rules and policy development; and
- Assistance in resolving air pollution-related problems.

South Coast AQMD staff attended and/or provided information and updates at the following November 2019 events:

November 1

Staff exhibited at the seventh STEMopalooza Student Conference at San Bernardino Valley College. The event was attended by approximately 800 students from middle and high schools in San Bernardino. Staff provided information on South Coast AQMD, air quality issues and displayed a clean air vehicle.

November 13

Staff assisted with the organization, outreach and implementation of the AB 2588 public meeting related to Kirkhill Inc. in Brea. The meeting was held at Brea Junior High School in the evening.

November 14

Staff held a community meeting to provide information on permit applications filed by the Los Angeles County Chief Executive Office to construct and operate a landfill gas collection and control system at a portion of the Cogen Landfill in the community of City Terrace. Staff also provided information about South Coast AQMD, including AB 617.

November 16

Staffed exhibited at the Diamond Bar America Recycles Day event held at the South Coast AQMD headquarters and provided information on air quality issues, the Check Before You Burn video, residential incentive programs, and South Coast AQMD's mobile phone App.

November 17

Staff participated in the first Meet on the Beach in Orange County, a community event co-hosted by seven cities including La Habra, Buena Park, Anaheim, Stanton, Garden Grove, Westminster and Huntington Beach. The event featured 1.5-miles of open streets for bike and pedestrian friendly activities. South Coast AQMD staff provided information on air quality issues such as Check Before You Burn, residential incentive programs, and the South Coast AQMD mobile phone App.

ENVIRONMENTAL JUSTICE UPDATE

The following are key environmental justice-related activities in which staff participated throughout the month of November 2019. These events involve communities affected disproportionately from adverse air quality impacts.

November 1 and 2

Staff participated in the Imperial Environmental Justice Summit at Imperial Valley College where AB 617 was the focus of discussion. South Coast AQMD's Executive Officer was a panelist discussing lessons learned for Year 1 of AB 617 implementation.

November 5

Staff hosted the Clean Air Ranger Education (CARE) Assembly for third grade students at Cesar Chavez Elementary School in the City of Coachella. The assembly included information on air pollution, the school flag program, South Coast AQMD's mobile phone App, a demonstration of zero-emission landscaping equipment, and an interactive dry ice experiment.

November 6

Staff held a subcommittee meeting of the Environmental Justice Community Partnership Inter-Agency Task Force. The focus of the discussion was on staff training and a draft Inter-Agency directory.

November 8

Staff participated in a tour of Sunline Transit Agency which serves the Coachella Valley to learn about Sunline Transit Agency's facilities and services including hydrogen buses and fueling infrastructure. Staff provided an overview of the AB 617 program as Coachella Valley was recommended by South Coast AQMD as a Year 2 AB 617 Community to CARB.

November 15

Staff hosted the Clean Air Ranger Education (CARE) Program to 150 fourth and fifth grade students at North Verdemon Elementary School in San Bernardino. The assembly included information on air pollution, the school flag program, South Coast AQMD's mobile phone App, a demonstration of zero-emission landscaping equipment, and an interactive dry ice experiment. Staff also interacted with 540 students during their lunch by showing them an electric vehicle, zero-emission landscaping equipment, and providing information on ways they can help clean the air.

November 19

Staff participated in the Latino Health Collaborative Meeting at the Dorothy Inghram Learning Center in San Bernardino. Staff provided information on AB 617 with a focus on the opportunity to submit an interest form to participate in the second year of the San Bernardino, Muscoy Community Steering Committee.

November 20

Staff hosted a joint public workshop with CARB on concepts to reduce emissions from locomotives and railyards. The meeting held in East Los Angeles was attended by more than 80 representatives from the community, environmental justice organizations and health organizations, elected officials, industry, and academia. The meeting focused on gathering input from stakeholders. A similar meeting will be held in the Inland Empire.

Staff participated in the Coachella Valley Environmental Justice Task Force meeting in Indio to provide an update on AB 617 and feedback from the Imperial Environmental Justice Summit on Year 1 implementation of the program.

SPEAKERS BUREAU/VISITOR SERVICES

South Coast AQMD regularly receives requests for staff to speak on air quality-related issues from a wide variety of organizations, such as trade associations, chambers of commerce, community-based groups, schools, hospitals and health-based organizations. South Coast AQMD also hosts visitors from around the world who meet with staff on a wide range of air quality issues.

November 12

Staff presented at the Temescal Valley Municipal Advisory Council on local air quality issues. The presentation included an overview of air monitoring, compliance with rules and regulations, and a question and answer period.

November 20

A delegation of 13 representatives from the Sichuan Ecosystem Bureau in China visited South Coast AQMD. Staff presented information on a wide range of air quality issues such as federal state and local jurisdiction, air monitoring, regulations, permitting, emission estimates, rules development and clean air technologies.

November 21

Staff presented to the Association of Public Safety Communication Officials and the California Public Safety Radio Association on rules, permitting, and registration of back-up generators related to public safety. There were approximately 45 attendees at the meeting that was held in South Coast AQMD's auditorium.

November 22

A delegation from Ulsan Development Institute in South Korea visited South Coast AQMD. Staff presented information on air monitoring, consumer assistance programs, the Multiple Air Toxics Exposure Study, and major stationary sources of hazardous air pollutants and other information.

COMMUNICATION CENTER STATISTICS

The Communication Center handles calls on South Coast AQMD's main line, the 1-800-CUT-SMOG® line, the Spanish line, and after-hours calls to each of those lines. Total calls received in the months of November were:

Calls to South Coast AQMD's Main Line and 1-800-CUT-SMOG® Line	3,608
Calls to South Coast AQMD's Spanish-language Line	38
Calls to Clean Air Connections	<u>6</u>
Total Calls	3,652

PUBLIC INFORMATION CENTER STATISTICS

The Public Information Center (PIC) handles phone calls and walk-in requests for general information. Information for the month of November is summarized below:

Calls Received by PIC Staff	160
Calls to Automated System	<u>813</u>
Total Calls	973

Visitor Transactions	209
Email Advisories Sent emails	11,109

BUSINESS ASSISTANCE

South Coast AQMD notifies local businesses of proposed regulations so they can participate in the agency's rule development process. South Coast AQMD also works with other agencies and governments to identify efficient, cost-effective ways to reduce air pollution and shares that information broadly. Staff provides personalized assistance to small businesses both over the telephone and via on-site consultation, as summarized below for November 2019.

- Provided permit application assistance to 159 companies

- Conducted 3 free on-site consultations
- Processed 61 Air Quality Permit Checklists

Types of businesses assisted:

Auto Body Shops	Gas Stations	Furniture Refinishing Facilities
Auto Repair Centers	Restaurants	Construction Firms
Printing Facilities	Plating Facilities	Architecture Firms
Manufacturing Facilities	Dry Cleaners	Engineering Firms
		Warehouses

MEDIA RELATIONS

The Media Office handles all South Coast AQMD outreach and communications with television, radio, newspapers and all other publications and media operations. November 2019 reports are listed:

Major Media Interactions: 19
 Press Releases: 3
 Air Quality Advisories Issued: 15

Major Media Topics For November

- Fuel Efficiency Standards — TV Tokyo inquired about the recent California waiver and other emissions regulations.
- Air Quality Sensors — KQED followed up on a previous request for additional information on low cost sensors, their accuracy and use during wildfires.
- Air Quality in LA — City News Service and KPCC requested updates on general air quality in Los Angeles.
- Smoke and Air Quality — KSCI and Bitterroot Magazine inquired about wildfires, smoke, and air quality in Los Angeles.
- Andrew Wheeler and EPA — E&E News inquired about South Coast AQMD's previous work with Andrew Wheeler and our response to actions regarding the California waiver. They also requested information on Wayne Nastri's duty station during his time at EPA, and his EPA travel.
- Torrance Refinery Emissions—Torrance Daily Breeze requested refinery emissions data from 2018 to present.
- Governing Board Chair Re-elections—The L.A. Sentinel spoke to Dr. Burke about his re-election as Chairman of the Governing Board.
- California's EV Requirements — Golden Globes requested information on California EV requirements.

- South Coast AQMD's district voter authorization bill — Whittier Daily News requested an update on the proposed bill.
- Facility Information Detail (F.I.N.D.)— L.A. Times requested guidance on the best method for locating records of violations or other enforcement actions against facilities.
- Nitrous Oxide/Exhaust Emissions and Plants — L.A. Times requested an interview to discuss the effects of air pollution on plant life.
- Ozone Standard — Clean Energy Fuels requested information on the number of days the Basin exceeded the ozone standard.
- Abandoned Oil/Gas Wells — Reuters reached out for an interview/demonstration on measuring emissions from abandoned oil and gas wells.
- American Reclamation Fire — L.A. Magazine requested information on the fire at a Glendale recycling facility.
- Rule 1111 — The Sun Newspaper requested information regarding Rule 1111 and HVAC contractors above 5,000 ft in elevation.
- Indirect Source Rule — L.A. Times requested an update on changes to the proposed Indirect Source Rule 2305, the indirect source rule for warehouses.
- Odor Control Chemicals — A freelance reporter submitted questions regarding the use of odor-controlling chemicals at drill sites.

News Releases and Announcements

- New Project Provides Local Air Quality Monitoring in the City of Torrance, at Refinery Fenceline - November 1, 2019 — Announced the Torrance Air monitoring initiative.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - November 1, 2019 — Advised residents of smoke conditions.
- Dr. William A. Burke Re-elected as Chair, and Ben Benoit as Vice Chair of Governing Board - November 1, 2019 — Advised residents of Governing Board re-elections.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - November 2, 2019 — Advised residents of smoke conditions.
- South Coast AQMD Issues Smoke Advisory Due to "Outside Fire" at a Recycling Facility in Glendale - November 2, 2019 — Advised residents of smoke conditions.
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - November 3, 2019 — Advised residents of smoke conditions.
- Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 3, 2019 — Advised residents about a no-burn day

- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - November 4, 2019 — Advised residents of smoke conditions.
- Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 4, 2019 — Advised residents about a no-burn day
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - November 5, 2019 — Advised residents of smoke conditions.
- Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 5, 2019 – Advised residents about a no-burn day
- New Wood Smoke Forecasting Techniques Will More Precisely Predict Check Before You Burn Days This Season - November 5, 2019 — Advised residents of new techniques for predicting PM levels.
- Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 6, 2019 — Advised residents about a no-burn day
- South Coast AQMD Continues Smoke Advisory Due to Martinez Fire in Thermal - November 6, 2019 – Advised residents of smoke conditions.
- Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 7, 2019 — Advised residents about a no-burn day
- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 8, 2019 — Advised residents of a No-burn day.
- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 12, 2019 — Advised residents of a No-burn day.
- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 13, 2019 — Advised residents of a No-burn day.
- No-Burn Day - Mandatory Wood-Burning Ban In Effect For Residents Of The South Coast Air Basin - November 14, 2019 — Advised residents of a No-burn day.

Media/Google Campaign:

During the month of November, the *Right to Breathe* Google Ads played 3,545,580 times (Impressions), received 1,627,590 Views (counted when users watch at least 30 seconds of the ad), and were clicked 7,592 times.

Check Before You Burn

Nine no-burn days have been declared since November 1, 2019.

Social Media Notable posts:

Smoke Advisory (11/2): 8,786 Twitter Impressions

CBYB Extension (11/4): 4,461 Twitter Impressions

CBYB Reminder (11/4): 2,063 Facebook Users Reached

Smoke Advisory (11/7): 4,128 Twitter Impressions

CBYB Extension (11/13): 6,112 Twitter Impressions

Kirkhill Public Meeting (11/13): 1,119 Twitter Impressions

Cogen Public Meeting (11/14): 1,169 Twitter Impressions

OUTREACH TO COMMUNITY GROUPS AND FEDERAL, STATE, AND LOCAL GOVERNMENTS

Field visits and/or communications in November 2019 were conducted with elected officials or staff from the following cities:

Alhambra	Duarte	Rialto
Anaheim	El Monte	Riverside
Arcadia	Fountain Valley	Rosemead
Azusa	Glendora	Santa Ana
Baldwin Park	Huntington Beach	San Dimas
Brea	Jurupa Valley	San Gabriel
Big Bear Lake	La Cañada Flintridge	San Marino
Buena Park	La Puente	Sierra Madre
Chino	La Verne	Seal Beach
City of Industry	Laguna Niguel	Sierra Madre
Claremont	Lake Forest	South El Monte
Coachella	Los Angeles	South Pasadena
Colton	Long Beach	Temple City
Corona	Monrovia	Tustin
Covina	Monterey Park	Walnut
Cypress	Pomona	West Covina
Diamond Bar	Rancho Cucamonga	Yucaipa

Visits and/or communications were conducted in November 2019 with elected officials and/or staff from the following state and federal office.

- U.S. Senator Dianne Feinstein
- U.S. Senator Kamala Harris
- U.S. Representative Nanette Barragán
- U.S. Representative Lou Correa
- U.S. Representative Judy Chu
- U.S. Representative Gil Cisneros
- U.S. Representative Jimmy Gomez
- U.S. Representative Grace Napolitano
- U.S. Representative Harley Rouda
- U.S. Representative Raul Ruiz
- U.S. Representative Mark Takano
- Senator Bob Archuleta
- Senate President Pro Tempore Toni Atkins
- Senator Steven Bradford
- Senator Tyler Diep
- Senator Maria Elena Durazo
- Senator Lena Gonzalez
- Senator Connie Leyva
- Senator Anthony Portantino
- Senator Richard Roth
- Senator Susan Rubio
- Senator Tom Umberg
- Assembly Member Ian Calderon
- Assembly Member Wendy Carillo
- Assembly Member Sabrina Cervantes
- Assembly Member Steven Choi
- Assembly Member Tom Daly
- Assembly Member Eduardo Garcia
- Assembly Member Mike Gipson
- Assembly Member Chris Holden
- Assembly Member Sharon Quirk-Silva
- Assembly Member Eloise Gomez Reyes
- Assembly Member Miguel Santiago

Staff represented South Coast AQMD and/or provided updates or a presentation to the following governmental agencies and business organizations in November:

Anaheim Chamber of Commerce
California Air Resources Board
Boyle Heights Neighborhood Council
Gateway Cities Council of Governments
Harbor Association of Industry and Commerce, Long Beach
Inland Action
Inland Valley Development Agency
Los Angeles County Board of Supervisors
Los Angeles County Department of Parks and Recreation
Los Angeles County Department of Public Health
Long Beach Chamber of Commerce
Orange County Board of Supervisors
Orange County Council of Governments
Orange County Transportation Authority
Omnitrans, San Bernardino
Port of Long Beach
Riverside County Department of Public Social Services
San Bernardino County Board of Supervisors
San Bernardino County Transportation Authority

San Bernardino International Airport
San Bernardino Valley Community College
San Gabriel Valley Council of Governments
San Gabriel Valley Economic Partnership
Santa Ana Chamber of Commerce
Southern California Association of Governments
South Los Angeles Alliance of Neighborhood Councils
South Pasadena Chamber of Commerce
Transportation Corridor Agencies, Orange County
Wilmington Neighborhood Council

Staff represented South Coast AQMD and/or provided updates or a presentation to the following community and educational groups and organizations in November:

American Cancer Society
American Lung Association
Altadenans for Clean Healthy Air
Alvord Unified School District
California Black Women's Health Project
California Communities Against Toxics
Cerritos Optimist Club
Cleary and Laity United for Economic Justice
Communities for a Better Environment
Coalition for Clean Air
Coalition for a Safe Environment
Center for Community Action and Environmental Justice
Climate Resolve
East Yard Communities for Environmental Justice
I Heart Wilmington
Harris Elementary School
Huntington Beach Union High School District
Liberty Hill Foundation
Long Beach Alliance for Children with Asthma
Los Angeles Unified School District
Northview High School, Covina
One Los Angeles
Pasadena Public Library
Reach Out, Jurupa Valley
Riverside 2nd Supervisorial Youth Group
Riverside Unified School District
Robert F. Kennedy Elementary School
Robert F. Kennedy Institute, Wilmington
Salton Sea Engagement Committee
Sierra Club
Stand LA
University of California, Riverside Healthy Communities
USC Keck School of Medicine